

California M E D I C I N E

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EDITORIALS

The C.M.A. Expands

Announcement by the Council of the California Medical Association at the 1948 Annual Session that the opening of a Southern California office had been approved was cause for satisfaction to many Association members in the southern counties. Quite naturally, some of them had previously felt that the San Francisco headquarters were a long way off, in miles if not in spirit.

It is now possible to announce the opening of a Southern California office in the Subway Terminal Building, Los Angeles. Interestingly enough, the room number is 606. This office serves not only as a Southern California headquarters but is available for the use of Association employees and officers, as well as the Cancer Commission and other committees of the Association.

Coincident with the Council's decision to open this office comes the announcement that Mr. Ed Clancy has been employed as Field Secretary. Mr. Clancy is a former newspaper publisher in Ventura County and is well versed and experienced in the fields of public relations and legislation. For the past three years he has served the Association through employment by public relations counsel and has proved his value to the Association in numerous counties where

he managed the "Voluntary Health Insurance Weeks" which were a major part of the overall public relations program. More recently he has gone into several counties, on request, to aid in establishing proper public relations for county societies which were faced with unusual problems.

The opening of a Southern California office and the employment of a field secretary are indicative of the expanding activities of the Association. The permanent headquarters staff now numbers nine, with a part-time director of postgraduate activities and a medical director of the Cancer Commission in addition. The addition of a field secretary brings the Association's total staff to twelve members and places the organization in a better position to serve its component county societies and their members. The growing problems of organized medicine, particularly in fields apart from scientific medicine, demand that an adequate staff organization be maintained, and it is obvious that the present personnel, both in numbers and in varieties of skills, is in a better position to do the job that needs doing.

The county societies and their members are cordially invited to avail themselves of the Association's services.